



17207-00007
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Nabe et al. : Art Unit: 2177
Serial No.: 09/751,859 : Examiner:
Filed: December 29, 2000 :
For: METHODS AND SYSTEMS :
FOR ACCESSING MULTI-
DIMENSIONAL CUSTOMER
DATA

PRELIMINARY AMENDMENT

Hon. Assistant Commissioner for Patents
Washington, D.C. 20231

Please enter the following amendment prior to examination of the present application.

IN THE SPECIFICATION

At page 2, please delete lines 9 through 22 and replace with the following:

Figure 1 is a flow chart illustrating process steps for generating a multi-dimensional structure of customer data;

Figure 2 is a block diagram of a system;

Figure 3 is a block diagram of a network based system;

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Figure 4 is a data diagram of a relational database;

Figure 5 is a graphical user interface for entering marketing criteria; and

Figure 6 is a graphical user interface showing structures built from a database.

Remarks

Claims 1 - 24 are pending in this application.

The BRIEF DESCRIPTION OF THE DRAWINGS section of the pending application has been rewritten to agree with the DETAILED DESCRIPTION and the drawings submitted at the time of filing. A page follows which contains a Version With Markings To Show Changes Made. No new matter has been added.

Consideration and favorable action is respectfully solicited.

Respectfully Submitted,


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Version With Markings To Show Changes Made

At Page 2, Lines 9 and 10, please delete "block diagram of an exemplary embodiment of a web-based global modeling architecture" and insert therefor --flow chart illustrating process steps for generating a multi-dimensional structure of customer data--.

At Page 2, Lines 11 and 12, please delete "an exemplary embodiment of a targeting engine" and insert therefor --a system--.

At Page 2, Lines 13 and 14, please delete "an exemplary graphical user interface for pre-selecting mailing criteria" and insert therefor --a block diagram of a network based system--.

At Page 2, Lines 15 and 16, please delete "an exemplary user interface for the input of marketing criteria" and insert therefor --a data diagram of a relational database--.

At Page 2, Line 17, please delete "an exemplary user interface for selection of structures;" and insert therefor --a graphical user interface for entering marketing criteria; and--

At Page 2, Line 18, please delete "an exemplary user interface for selection of campaigns;" and insert therefor --a graphical user interface showing structures built from a database.--

At Page 2, Lines 19 through 22, please delete "Figure 7 is an exemplary user interface for creation of a selection table;

Figure 8 is an exemplary user interface for a gains chart; and

Figure 9 is a data diagram of a database used for modeling showing multiple dimensioned data."